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TRAVEL INDUSTRY ASSOCIATION OF ALBERTA

PRESENTATION TO

THE GOVERNMENT OF THE PROVINCE OF ALBERTA

MAY 30, 1973.

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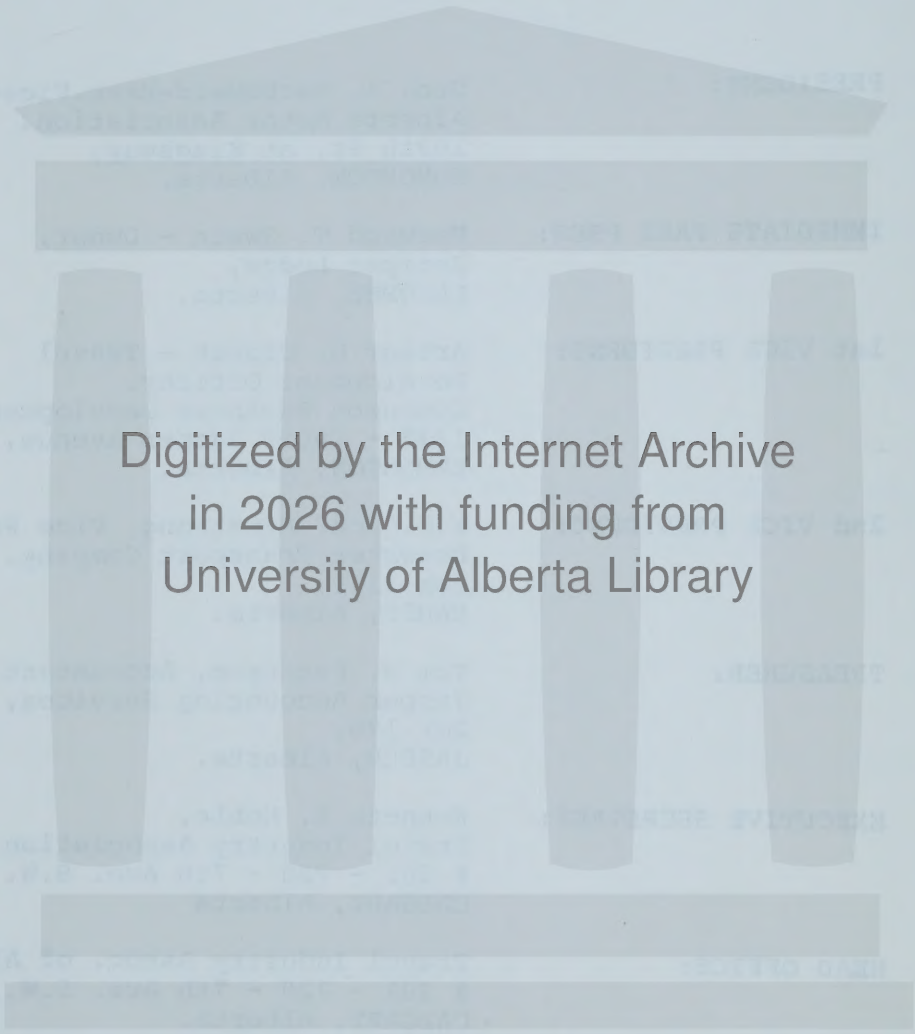
SECTION 1

OFFICERS OF THE TRAVEL INDUSTRY ASSOCIATION OF ALBERTA FOR THE YEAR 1973-74.

PRESIDENT:	Geo. A. MacDonald-Exec.Vice-Pres. Alberta Motor Association, 109th St. at Kingsway, EDMONTON, Alberta.
IMMEDIATE PAST PRES:	Marwood T. Swain - Owner, Juniper Lodge, LACOMBE, Alberta.
1st VICE PRESIDENT:	Arthur H. Clough - Travel Development Officer, Edmonton Business Development Dept., 1328 - 10025 Jasper Avenue, EDMONTON, Alberta.
2nd VICE PRESIDENT:	W.E."Bud" Armstrong, Vice Pres., Brewster Transport Company, Box 1140, BANFF, Alberta.
TREASURER:	Tom W. Peterson, Accountant, Jasper Accounting Services, Box 190, JASPER, Alberta.
EXECUTIVE SECRETARY:	Kenneth R. Noble, Travel Industry Association of Alberta, # 201 - 720 - 7th Ave. S.W. CALGARY, Alberta
HEAD OFFICE:	Travel Industry Assoc. of Alberta, # 201 - 720 - 7th Ave. S.W., CALGARY, Alberta. Telephone: 262-3202 -- 264-2651



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SECTION 11

INTRODUCTION

The Travel Industry Association of Alberta is a non-profit association registered under the Societies Act of the Province of Alberta, and is the co-ordinating body for the fourteen geographic Tourist Association Zones, which cover the promotion of all regions throughout Alberta.

The Travel Industry Association of Alberta accepts the challenge to organize the free enterprise sector of the tourist industry into responsible Zone Associations, through which communities may co-operate and plan together for action in promoting their own areas.

The Travel Industry Association of Alberta is the vehicle recognized by the Province of Alberta, through which Zones, may, upon affiliation with the Travel Industry Association of Alberta, obtain consideration for Travel Alberta Zone Assistance Program funds in the promotion of their own areas.

SECTION 111

TRAVEL INDUSTRY ASSOCIATION OF ALBERTA

AIMS AND OBJECTIVES

TO ENSURE THE APPROPRIATE DEVELOPMENT OF THE TOURIST INDUSTRY WITHIN THE PROVINCE OF ALBERTA BY WORKING WITH AND COUNSELLING ALL LEVELS OF GOVERNMENT, CORPORATIONS, ASSOCIATIONS AND OTHERS DIRECTLY CONCERNED WITH THE PROMOTION AND SERVICING OF THE TOURIST TRADE FOR THE ECONOMIC BETTERMENT OF THE PROVINCE OF ALBERTA AND THE RECREATIONAL AND CULTURAL FULFILLMENT OF VISITORS AND RESIDENTS ALIKE.

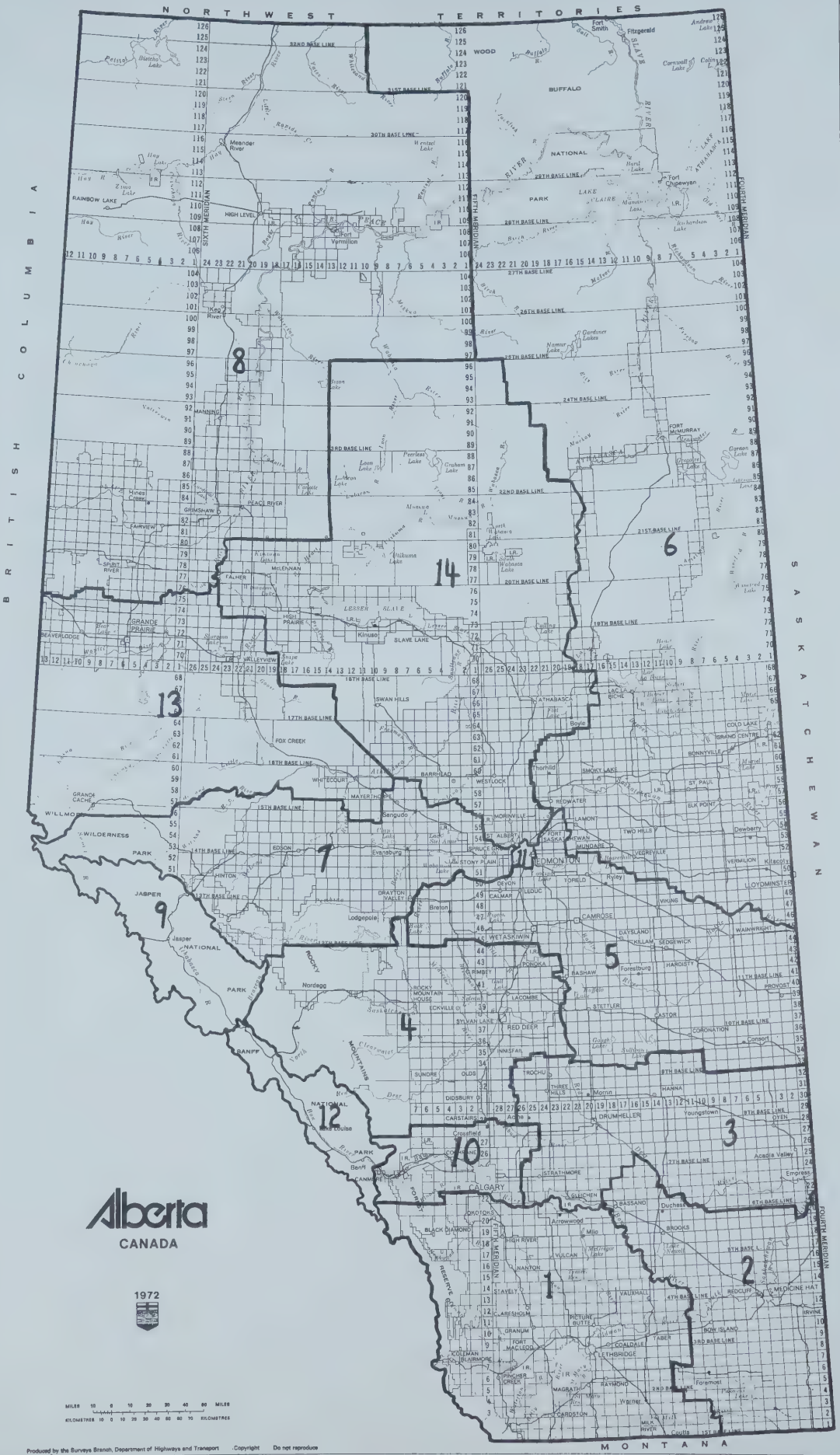
REPRESENT EFFECTIVELY THE TOURIST INDUSTRY IN DELIBERATIONS WITH THE GOVERNMENT OF THE PROVINCE OF ALBERTA AND OTHER GOVERNMENTS IN THE ENCOURAGEMENT OF MEETING THE DEVELOPMENTAL NEEDS OF THE INDUSTRY.

IMPROVE THE STANDARD OF PERSONAL SERVICE AND FACILITIES, CARE AND RECEPTION PROVIDED BY THOSE RESPONSIBLE FOR THE COMFORT AND ENJOYMENT OF VISITORS AND ALBERTANS ALIKE.

SECTION 1V

ZONE ORGANIZATIONS COMPRISING THE TRAVEL INDUSTRY ASSOCIATION OF ALBERTA

ZONE NO.	ZONE NAME
1.	TRAVEL AND CONVENTION ASSOCIATION OF SOUTHERN ALBERTA
2.	MEDICINE HAT AND DISTRICT TOURIST COUNCIL
3.	THE BIG COUNTRY TOURIST ASSOCIATION
4.	CENTRAL ALBERTA TOURIST COUNCIL
5.	BATTLE RIVER TOURIST ASSOCIATION
6.	LAKELAND TOURIST ASSOCIATION
7.	EVERGREEN TOURIST ASSOCIATION
8.	LAND OF THE MIGHTY PEACE TOURIST ASSOCIATION
9.	JASPER PARK CHAMBER OF COMMERCE - TOURIST COMMITTEE.
10.	CALGARY TOURIST AND CONVENTION ASSOCIATION
11.	EDMONTON CONVENTION BUREAU
12.	BANFF-LAKE LOUISE CHAMBER OF COMMERCE - TOURIST COMMITTEE.
13	GAME COUNTRY TRAVEL ASSOCIATION
14.	MIDNIGHT TWILIGHT TOURIST ASSOCIATION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MONTANA
Alberta
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SECTION V

TRAVEL ALBERTA ZONE ASSISTANCE PROGRAM

COMPARATIVE RELATIONSHIP BETWEEN TOTAL EXPENDITURE, REVENUE AND T.A.Z.A.P.

Fiscal Year 1973	Dollars
Estimated expenditure	1,133,291
Estimated revenue	714,002
Assistance request	345,092
T.A.Z.A.P. Funds available	216,500

Ratio: $\frac{\text{Assistance request}}{\text{T.A.Z.A.P. funds}}$ $\frac{1.6}{1}$

Ratio: $\frac{\text{Revenue}}{\text{T.A.Z.A.P. funds}}$ $\frac{3.3}{1}$

SECTION V

COMPARATIVE RELATIONSHIP BETWEEN EXPENDITURE, REVENUE, AND T.A.Z.A.P. ASSISTANCE REQUEST

Zone Number	Estimated Expenditure (Dollars)	Estimated Revenue (Dollars)	T.A.Z.A.P. Request (Dollars)
1	55,115	25,300	27,278
2	31,200	14,834	14,000
3	25,480	4,500	16,547
4	63,875	5,089	53,697
5	37,511	8,400	23,467
6	25,255	7,200	12,750
7	31,045	5,100	20,045
8	18,750	8,750	10,000
9	40,600	23,000	15,100
10	337,150	281,000	56,150
11	305,050	280,500	22,750
12	66,600	15,329	17,035
13	19,775	9,000	10,713
14	28,500	13,000	15,500
T.I.A.A.	47,350	13,000	30,000
Total	1,133,291	714,002	345,092

SECTION V

DISTRIBUTION OF FUNDS AVAILABLE TO EACH ZONE AND T.I.A.A.

Zone Number	T.A.Z.A.P. Request (Dollars)	T.A.Z.A.P. Funding Recommended (Dollars)	Advance Received (Dollars)	Additional T.A.Z.A.P. Funds Available (Dollars)
1	27,278	17,500	2,500	15,000
2	14,000	14,000	2,500	11,500
3	16,547	7,500	2,500	5,000
4	58,697	9,000	2,500	6,500
5	23,467	9,000	2,500	6,500
6	12,750	9,000	2,500	6,500
7	20,045	9,000	2,500	6,500
8	10,000	10,500	2,500	8,000
9	15,100	16,000	2,500	13,500
10	56,150	25,000	2,500	22,500
11	22,750	23,000	2,500	20,500
12	17,035	16,000	2,500	13,500
13	10,773	10,500	2,500	8,000
14	15,500	10,500	2,500	8,000
T.I.A.A.	30,000	30,000	-	30,000

SECTION V

COMPARATIVE RELATIONSHIP BETWEEN ASSISTANCE REQUESTED AND TOTAL ASSISTANCE RECOMMENDED

Zone Number	T.A.Z.A.P. Funding Assistance Requested (Dollars)	T.A.Z.A.P. Funding Total (Dollars)	Percentage of Request Funded
1	27,278	17,500	64
2	14,000	14,000	100
3	16,547	7,500	45
4	53,697	9,000	17
5	23,467	9,000	38
6	12,750	9,000	71
7	20,045	9,000	45
8	10,000	10,500	105
9	15,100	16,000	107
10	56,150	25,000	45
11	22,750	23,000	101
12	17,035	16,000	94
13	10,773	10,500	98
14	15,500	10,500	68
T.I.A.A.	30,000	30,000	100
Total	345,092	216,500	62.74

SECTION V

PERCENTAGE INCREASE OR DECREASE OF ZONE FUNDING FOR 1971-72 as COMPARED TO 1972-73

Zone Number	Contributing Grant Program 1971-72 (Dollars)	T.A.Z.A.P. Funding Assistance 1972-73 (Dollars)	Increase (+) or Decrease (-) (Percent)
1	14,000	17,500	+ 25.0
2	14,000	14,000	0.0
3	8,000	7,500	- 6.0
4	8,000	9,000	+ 12.5
5	8,000	9,000	+ 12.5
6	6,000	9,000	+ 33.3
7	4,000	9,000	+125.0
8	10,000	10,500	+ 5.0
9	14,000	16,000	+ 14.3
10	25,000	25,000	0.0
11	20,000	23,000	+ 15.0
12	14,000	16,000	+ 14.3
13	--	10,500	+100.0
14	--	10,500	+100.0
T.I.A.A.	30,000	30,000	0.0
Total	175,000	216,500	

SECTION V

TRAVEL INDUSTRY ASSOCIATION OF ALBERTA AND ZONE ASSOCIATIONS

FACTS AND STATISTICS

1.	No. of Full Time Employees	35
2.	No. of Seasonal Employees (May-September)	142
3.	No. of Directors in TIAALTA and Zone Associations	237
4.	Average hours per week per Director working on behalf of TIAALTA & Zone Associations (Note 1.)	5
5.	No. of hours per week Directors spend working on behalf of TIAALTA and Zone Associations	1,185
6.	No. of hours per year Directors spend working on behalf of TIAALTA and Zone Associations	61,620
7.	No. of Members in TIAALTA and Zone Associations (Note 2)	2,765
8.	Monies raised by TIAALTA and Zone Associations from private sector for promotion and Administration (Note 3.)	$372,695 (1972)

Note 1 - The Directors are influential, successful and acknowledged businessmen from a wide variety of businesses, who have volunteered their time and in some cases that of their staff. There is no possible way to determine a dollar value for the time and effort spend on behalf of the tourist industry, which they feel is an important part of the economy of the Province.

Note 2 - Membership consists of individuals, companies, corporations etc., along with Cities, Towns, Hamlets, Municipal Districts, etc.

Note 3 - This total does not include the enormous amount of money spent by private sector - i.e. Calgary Exhibition Board, Edmonton Exhibition Board, Canadian Pacific, Canadian National, Airlines, Hotels, Oil Companies, etc. on their own promotions.

SECTION V

ADDITIONAL TOURISM RELATED FACTS

1.	Full time employees in tourist services in Province of Alberta Note 1	28,365
2.	Average yearly payroll for tourist and related services Note 2.	$109,915,820.00

Note 1

We endeavoured to secure from the Economic Research Branch - Department of Industry and Commerce, the number of full-time employees in tourist services in the Province of Alberta. This Department is presently in the process of compiling these figures and they will be available later this year.

The figure we have indicated was obtained from the Alberta Bureau of Statistics, 1971 Alberta Census of Trade and to this point does not include such services as Airlines, Bus Companies, Taxi Firms, Railways and Travel Agents. We trust the figure shown will relay a portion of the total picture and will give you some indication of the number of persons employed in tourist services.

Note 2

This figure was obtained from the Economic Research Branch and is a conservative estimate of the total tourist and related services average yearly payroll.

SECTION V1

RESOLUTIONS

RE-SUBMISSION

TRAVEL INDUSTRY ASSOCIATION OF ALBERTA FEBRUARY 1972

WHEREAS: Alberta's Visitor Industry is in a state of rapid growth, and,

WHEREAS: Our own people, and those who come to visit, are now challenging the capacities of this Province's recreation facilities, and,

WHEREAS: The future recreational demands have been reliably predicted to be far in excess of what we currently possess, and,

WHEREAS: There is rapidly growing concern regarding the ecological protection of our environment, and,

WHEREAS: We are now experiencing a persnnial travel deficit involving the recreational movement of Albertans.

NOW THEREFORE BE IT RESOLVED:

That the Travel Industry Association of Alberta requests the Government of the Province of Alberta to re-examine this Province's Provincial Park and Forest Preserve Areas, and,

That the Travel Industry Association of Alberta specifically requests that: new areas be set aside for future needs, established parks and areas be significantly improved to provide good and attractive visitor facilities and ecological protections; and that all Provincial Parks and forest areas be thoroughly examined to discover ways and means of developing these assets; and finally, that plans be formulated to allow the proper mixing of Government and Private enterprise in this development.

SECTION V1

RESOLUTIONS

RE-SUBMISSION

TRAVEL INDUSTRY ASSOCIATION OF ALBERTA FEBRUARY 1972

WHEREAS: There is current need for expansion and development of visitor facilities, and,

WHEREAS: There has been nationwide concern regarding the future needs and demands for visitor facilities, and,

WHEREAS: A capital loan program for tourist facilities was inaugurated in Alberta last year, and,

WHEREAS: This program was entirely successful, and,

WHEREAS: The total funds allocated to this program did not nearly meet the demand.

NOW THEREFORE BE IT RESOLVED:

That the Travel Industry Association of Alberta encourage the Alberta Government to maintain and expand this loan program.

FURTHER: That this program contain facilities to allow the guarantee of mortgages placed by lending institutions in order to meet demand and to multiply the program benefits.

AND FURTHER:

That the Travel Industry Association of Canada be approached to encourage the Federal Government to become involved with this program both provincially and nationally.

SECTION V1

RESOLUTIONS

TRAVEL INDUSTRY ASSOCIATION OF ALBERTA MARCH, 1973

WHEREAS: The visitor industry has proven itself to be of economic benefit to the people of Alberta, and,

WHEREAS: The visitor industry has and will develop new industries as well as job opportunities, and,

WHEREAS: The visitor industry now ranks Number Three in This Province, and,

WHEREAS: The visitor industry has the definite potential of becoming Alberta's greatest revenue producer, and,

WHEREAS: Competition from other Provinces, States and Countries throughout the world is very keen for this important economic factor.

NOW THEREFORE BE IT RESOLVED:

That a new full Portfolio be created to deal exclusively with the Visitor Industry and that this Portfolio encompass all related departments.

SECTION V1

RESOLUTIONS

TRAVEL INDUSTRY ASSOCIATION OF ALBERTA MARCH, 1973

WHEREAS: Firstly, several important campsites were closed by the Provincial Parks Branch without prior warning, and, secondly, no effort was made to institute a plan for gradual restoration of these campsites, and,

WHEREAS: Many interested groups and individuals, suffered a planning breakdown by the abrupt action of the Parks Department.

NOW THEREFORE BE IT RESOLVED:

That the Parks Branch allow for recommendations and suggestions as an input into parks planning and take into consideration the views of the various interested groups before effecting any changes, and

That no Provincial Park be completely closed for overnight camping in the Province of Alberta for any reason without prior consultation with representatives of the affected and concerned communities, where local economics may be dependent or partially dependent on the tourist trade attracted by the neighboring Provincial Parks.

SECTION V1

RESOLUTIONS

TRAVEL INDUSTRY ASSOCIATION OF ALBERTA MARCH, 1973

WHEREAS: Increasing numbers of visitors and residents alike are more and more interested in the vital history of each part of the Province through which they are passing, and,

WHEREAS: Many historic trails are being abused and obliterated by the activities of logging, seismic line cutting and other activities.

NOW THEREFORE BE IT RESOLVED:

That all original historic trails and adjacent historical sites be recognized by the Provincial Government, acquired, if necessary and possible, designated and proclaimed as historic preserves to be set aside and maintained for the enjoyment of all residents and visitors. Further, that the original historic names be revived and officially commemorated in honor of the dauntless pioneers who passed this way.